Création Philippe & Gaston

ART · GOÛT · BEAUTÉ

FEUILLETS
DE
L'ÉLÉGANCE FÉMININE

PARIS

N° 54 - 5e Année

Février 1925

The following houses have contributed to the present issue :

Beer	7, Place Vendôme
Bernard	33, Avenue de l'Opéra
Chéruit	21, Place Vendôme
Dœuillet	24, Place Vendôme
Doucet	21, Rue de la Paix
Drecoll	136, Avenue des Champs-Elysées
Jenny	70, Avenue des Champs-Elysées
Jeanne Lanvin	22, Faubourg Saint-Honoré
Lucien Lelong	16, Rue Matignon
Lenief	374, Rue Saint-Honoré
Martial & Armand	10, Place Vendôme
Molyneux	5, Rue Royale
Joseph Paquin	10, Rue de Castiglione
Jean Patou	7, Rue Saint-Florentin
Philippe & Gaston	120, Avenue des Champs-Elysées
Paul Poiret	43, Avenue Victor-Emmanuel III
Premet	8, Place Vendôme
Worth	6, Rue de la Paix

ART - GOUT - BEAUTÉ

FEUILLETS DE L'ÉLÉGANCE FÉMININE

publishing monthly the choicest models of the big dressmakers in the exact shade of their creation, as well as the textile fabrics in vogue

Yearly subscription : **Six Dollars**

On demand addressed to **Art-Goût-Beauté** *a specimen copy will be sent*

PARIS OFFICE
27, Rue des Jeûneurs, 27
Tél. : Gutenberg 46.06

NEW-YORK OFFICE
101 Madison Avenue
Tel. : Mad. Sq. 6041

City Paris
GEARY, STOCKTON & O'FARRELL
TELEPHONE DOUGLAS-4500

From Blanche LEBOUVIER
one of the spring models which will be shown at the opening of our
COIN DE PARIS

MADE IN FRANCE

A FEW SUGGESTIONS FOR FANCY BALL COSTUMES

SUPPLÉMENT
DE
ART · GOÛT · BEAUTÉ
FEUILLETS DE L'ÉLÉGANCE FÉMININE
27, RUE DES JEUNEURS – PARIS
Février 1925

R 12718/1 CRÊPE DE CHINE IMPRIMÉ
A·G·B

" SWASTIKA "
Le Porte Bonheur

EGYPTIENNES

IMPRESSIONS
ART - GOUT - BEAUTÉ
27, RUE DES JEUNEURS
PARIS

R 12718/1 CRÊPE DE CHINE IMPRIMÉ
A·G·B

LES TISSUS A·G·B

DEMANDEZ

Les Tissus A·G·B

27, Rue des Jeûneurs — 2, Rue de la Paix

TRADE MARK

Materials on boards with yellow edges.

Branches of les Succrs d'Albert GODDE, BEDIN & Co

PARIS, 27, Rue des Jeûneurs (2e Arr.).
— 2, Rue de la Paix.
LYON, 15, Quai des Brotteaux.
TARARE, Place Camille Godde.
MULHOUSE, 17, Rue de Huningue.
MARSEILLE, 14, Rue Venture.
BORDEAUX, 12, Rue de la Devise.
TOULOUSE, 9, Rue de la Concorde.
ALGER, 3, Rue Monge.
LONDRES, City 1 Falcon Square E.C. 1
6 et 7, Great Castle St. W. 1.
MANCHESTER, 51 Foutaio Street.
GLASGOW, 30 Gordon Street.
BRUXELLES, 28, Rue Saint-Michel.
AMSTERDAM, 20, Hemonylaao.
OSLO, 8, Stortorvet.
STOCKHOLM, 5, Malmtorgsgatao.
COPENHAGUE, 48, Pilestrœde.
MADRID, 6, Cava Alta.
BARCELONE, Rosellon 254.
VALENCE Balme, 5.
MILAN, 2, Via Dante.
VIENNE, Wollzeile 5.
BUDAPEST, Balvany-Utcza 16.
PRAGUE, Palais "Riunione Adriatica".

NEW-YORK (The Godde Building).
101, Madison Avenue at 29th Street.
SAN-FRANCISCO 833, Market Street.
TORONTO (Ont), 64, Wellington St.W.
LA HAVANE, Marta Abreu 57.
BUENOS-AYRES, 1168, Alsina.
VALPARAISO, 1202, Blaoco
JOHANNESBURG, P. O. Box 2433.
CAPETOWN, P. O. Box 965.
MELBOURNE, 326, Flioder's Lane.
SYDNEY Broughton House, 47 King St.
ADELAIDE, 6, North Terrace.
WELLINGTON, 13, Grey Street.
AUKLAND, 10, Fort Street.
ATHÈNES, Romvis, 22.
RIO-DE-JANEIRO, 92, rua da Alfandega
SOFIA, Boulevard Dondoukoff 7.
VARSOVIE, Senatorska 19.
BUCAREST, 70, Strada Carol.
ZAGREB, 20, Jelacicev Trg.
CONSTANTINOPLE, 30-34, Kourou Kahvedji Han.
ALEXANDRIE, B P 395.
LE CAIRE, B P 257.
BEYROUTH B P 264.

Les Tissus A·G·B

for the Dressmakers
2, Rue de la Paix
Paris

The A.G.B Fabrics

Miss Juliette COMPTON

The Famous American Actress of noted beauty and exquisite elegance wearing a dress and coat by :

CHANTAL

à PARIS

4 rue de Mondovi

(PLACE DE LA CONCORDE)

Téléphone : Gutenberg 05-29

PLAIN AND PRINTED JERSEY MATERIALS
FANCY, PERLÉ, CLOQUÉ and GAUFRÉ
MATERIALS; BOUCLETTES in all shades

Etablissements André GILLIER

TROYES (FRANCE)

PARIS OFFICE : 16, Rue du Pont-Neuf

'Phone : 62-27 — Export Department : Gutenberg 04-29

MANUFACTURER
of the Finest Ladies' Handbags

G. SILBERSTEIN

TELEPHONE :
NORD 70-40

66, Rue de Boudy
PARIS

Ladies' Handbags a Speciality
Latest Novelties for
Town and Theatre
Beautiful Aubusson tapestry
and stitched bags
Bags with silver, marcassite,
tortoiseshell and ivory mountings.
All kinds of hand-painted
and embroidered bags

Monaco Exhibition :
GOLD MEDAL
GRAND PRIX EN COLLECTIVITÉ
Beyrut Fair, 1921 :
DIPLOME OF HONOUR
Canadian Train, 1921 :
GRAND PRIX

Franco-Belgian Exhibition,
Brussels 1922 :
GRAND PRIX
and congratulations from the jury
Franco-American Exhibition,
New-York
HORS CONCOURS

Strasburg Exhibition 1924 :
HORS CONCOURS
MEMBER OF THE JURY

During you stay in Paris you should come and inspect our stock.
When you visit our showrooms you will be agreably surprised by the variety of our models and the distinction of our creations.

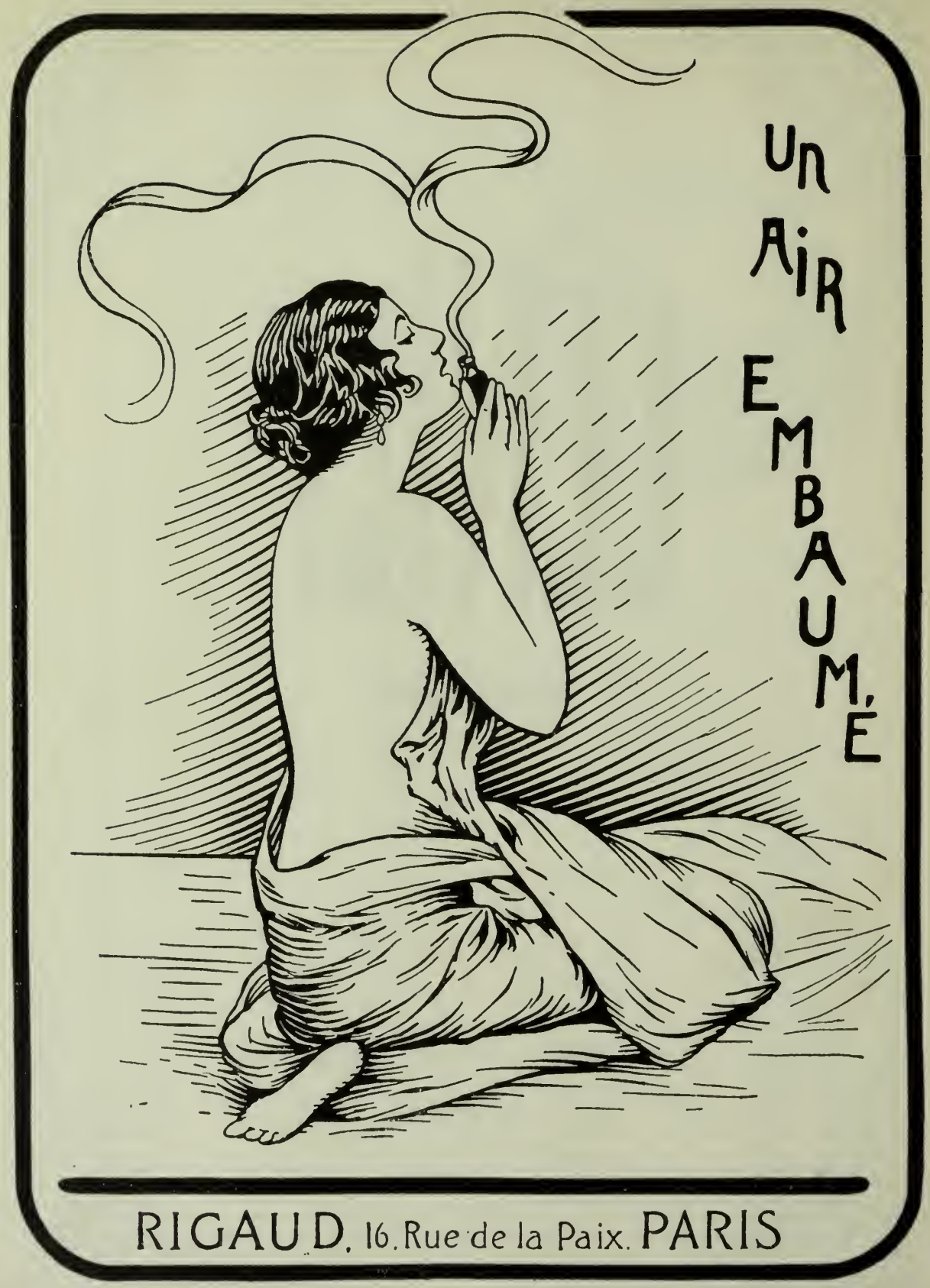
Marthe PINCHART

COUTURE

Permanent exhibition
of the latest creations
in Dresses, Mantles
Furs and Gowns.

2, Rue Volney
PARIS

LENIEF
couturier
374 RUE SAINT-HONORÉ
PARIS
SPS


UN AIR EMBAUMÉ
RIGAUD, 16, Rue de la Paix. PARIS

ART · GOÛT · BEAUTÉ
FEUILLETS DE L'ELÉGANCE FEMININE

THE HEIGHT OF FASHION

That we are approaching a revolution or an evolution cannot be much longer denied. Do not be alarmed, for it is not a question of red riot nor of Communism. It is, however, a revolution, disturbing enough all the same, for it is everywhere obvious that the high level of elegance and fashion which sets a standard of taste the world over is in peril. The fact has to be faced that women who spend fortunes on their clothes are becoming fewer, though, thank heaven, there still remain a certain number of people who have the wish and the means to maintain the standard of fashion and style. We must not be alarmed or scandalised, however, if we are told that a big *couturier* is selling the patterns of his dresses so that they may be made at home or the work put out to dressmakers in a small way. For all that, the big *couturier* is happily still making a number of beautiful dresses for which people will pay the price.

Two creations by Jenny

Métro. — *Black rep calling dress with red trimming and A.G.B. crepe du Maroc to match.*

Tourterelle. — *A simple tailor-made for morning wear, made of light grey woollen material and trimmed with pockets; artificial satin blouse.*

Winter sports

Winter sports are now in full swing whether it be on the artificial ice of the skating club or on the snowy slopes of Chamonix and Super-Bagnères with luge and bobsleigh. While three-piece costumes and practical tailor-mades are the most suitable for these diversions, coquettish touches are not excluded. A good example of the combination is "Bayadère" in black velvet trimmed with lynx, the jacket worn open over a multi-coloured vest of very striking effect. In similar style too is "Palais de Glace", a costume in grey cloth, silver embroidered and trimmed with hare skin. But after all in these joys of the open air one does sacrifice more willingly daintiness to comfort and utility, though it is a difficult problem to strike the happy medium. Toward the solution of this problem however very pretty costumes in knitted wool are being made in artistic colours. The tunic, a little long, falls over real knickers... One step more toward the complete emancipation of womankind.

MARTINIQUE. — *Three-piece, tailor-made: brown rep trimmed with braid to match.*

Jenny

EPATE. — *Green, panne, three-piece embroidered with gold and trimmed with squirrel.*

Dœuillet

Happy contrasts

The sun goes down, the cold becomes more intense and the fair enthusiasts of the ski change their sporting costumes for beautiful evening robes. In the

Two creations by Paul Poiret

Lierre. — *A simple afternoon dress of black cloth with white and green embroidery.*

Bagdad. — *A red crepe de chine three-piece, embroidered with gold.*

Trompeuse. — *Black "Beauté" A. G. B. satin crepe calling dress with multicoloured embroidery.*

Philippe et Gaston

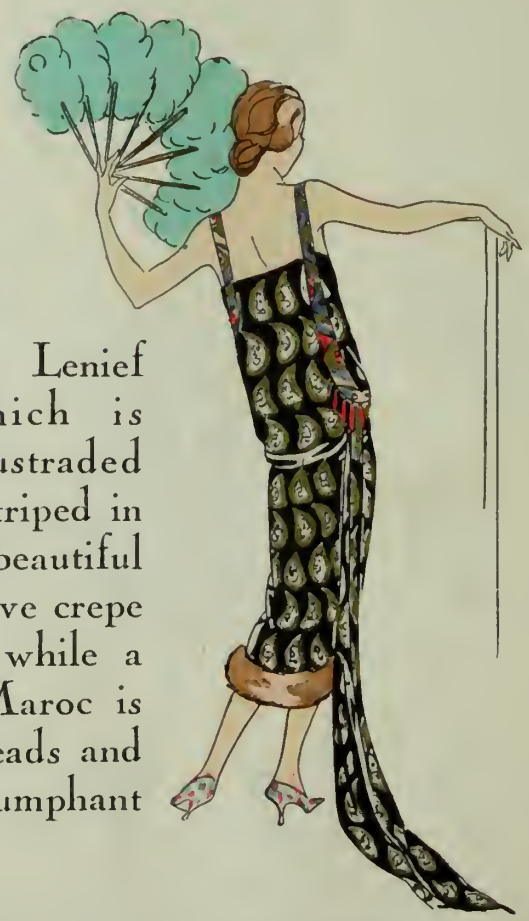
Two creations by Dœuillet

Black woollen mantle trimmed with tiger.

A black, red and gold chessboard - pattern afternoon dress.

salons of the hotels they devote themselves to the quieter pleasure of dancing, bridge and Mah-Jong.

Crêpes of all descriptions, beautiful, soft, silky, clinging and showing the line of the feminine form affording to the silhouette an exquisite and delicate line, are the favourite materials for evening dresses. Among them may be mentioned one in crepe *Miranda* by Lenief which is illustraded in these pages. In bright red and striped in silver it suggests the streaming of beautiful rain. Another by Bernard is in mauve crepe *Ida* and enriched with silver lace ; while a third by Molyneux in crepe du Maroc is green and embroidered with small beads and gold. The A. G. B. crepes are triumphant everywhere.



Benito. — *Evening dress of silver and gold lamé on a black foundation trimmed with coral beads.*

Worth

NOTE

I may be reproached perhaps for too often mentioning the A.G.B. crepes. My reason is that their very special qualities

Le Golf. — *Beige woollen tailor-made trimmed with fancy lainage.*

Premet

Exilée. - *Black and white "Banjo" A.G.B. crepe de chine afternoon dress trimmed with small buttons.*

Martial et Armand

dispensations, fairly easily secured, fashionable weddings are almost as numerous as in ordinary times, with the same musical accompaniments, the same prodigality in flowers and light. Some salons are still open at night. The dictates of decorum are not always observed and one might say of many women, as Father de Ravignan said of the fashionable women of his time : "They are clothed like the Truth". Not *in softness and in colour make them supreme among crepes and at the present time their excellence is far above that of all other materials. They are therefore the most favoured and appreciated.*

Easy Penitence

Lent has not wholly stopped the world's enjoyment. People make compromises with heaven. By means of special

Cap d'Ail. — *Beige woollen three-piece dress embroidered in red; pleated skirt.*

Jean Patou

Egyptos. — *Beige woollen afternoon coat with multicoloured embroidery.*

Premet

KIM. — *Black lainage tailor mantle embroidered with steel spangles and edged with astrakhan.*
Drecoll

PALAIS DE GLACE. - *Grey cloth embroidered with silver and trimmed with hare.*
Dœuillet

content with mere brevity, evening gowns are displaying an even more extreme «decolletage» and the space between the slender shoulder straps tends to become larger. The whole tends more than ever to resemble an exaggerated girdle. Happily, however, there are dresses of other kinds. There is for example one in gold tulle trimmed with gold ribbons which Cheruit, its designer, has enveloped in a beautiful coat striped in gold and trimmed with leopard.

An ensemble by Chéruit

COURTISANE. — *Gold lace dress trimmed with gold ribbons.*

EXOTIQUE. — *Gold lamé mantle trimmed with leopard.*

Gold! Gold! We find it everywhere except in our safes.

A Little Mythology

The nights on the Cote d'Azur are an enchantment for the eyes. Every one knows those wonderful settings of lights and flowers in which move beautiful women in wonderful toilettes. Many of them resemble pagan divinities. Here is Venus rising from the

water in a shower of pearls. There too is Aphrodite enveloped in her veil, and here is Iris in a fantasy of scarves, for, beads, veils and scarves are all the fashion. At night woman is bird-like in her adornment of trembling feathers, flowerlike in the colours, sometimes soft sometimes brilliant,

Two creations by Molyneux

Model 92. — *Green crepe du Maroc evening dress embroidered with pearls and gold.*

Model 87. — *Black crepe evening dress embroidered with pearls and gold.*

Pink velvet evening cloak trimmed with lace and pearls.

Martial et Armand

Marionette. — *A simple evening dress of black crepe marocain with gold lamé and printed pattern.* Dœuillet

which enhance her beauty, and in the perfumes she uses which mingle with those wafted by the breeze from the sea and the gardens. The luxuriousness of the collars of pearls and diamonds surpasses anything seen up to the present. Never was there seen such a display of luxury and costly things.

NOTE

Those who do not possess bracelets in precious stones are weraing embroidered bracelets. Some are worked in coloured silk,

others in gold and silver thread and encrusted with beads and imitation stones. The style of these bracelets often recalls that of the old Gaulish preserved in the Louvre.

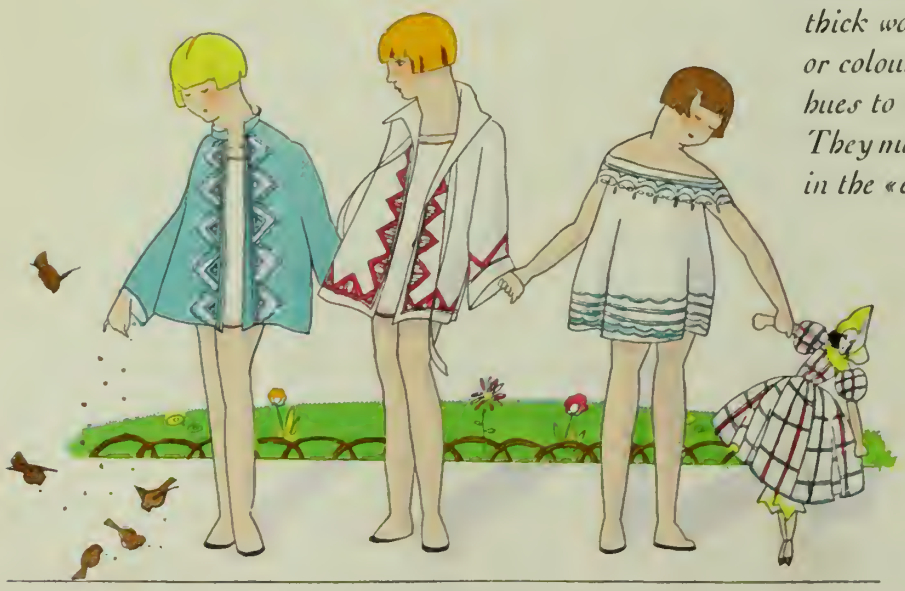
Feminine Paradise of flowers and Sunshine

The gay life of the Cote d'Azur with its wonderful wealth of flowers, dowered according to legend as a mark of gratitude by Sarah the Egyptian, and sung by poets through the centuries, is in full effervescence. Cannes is the jewel and centre of its attraction and charm. The length of the Croisette in front of the flowered terraces is animated with charming women in impeccable sports attire in which white predominates. With their narrow cut skirt fitting tightly to the figure, showing a liberal length of stocking in flesh coloured silk, and with their small felt hats, they recall the watercolours of Van Dongen, though less extravagant than the style favoured by that fashionable painter.

NOTE

Stockings to-day are not confined to the silk variety. Many women, and not the least elegant either, are wearing thick woolen stockings, striped or coloured like men's, and in hues to match their costumes. They make a striking harmony in the «ensemble», with a dash of the masculine much more in keeping with sports attire than the essentially feminine silk stocking.

ROSINE.



Three creations for children by Jeanne Lanvin

Green velvet mantle with silver embroidery.

White woollen mantle trimmed with red leather.

White tulle dress with a foundation of toile de soie ; green rococo embroidery.

Drawings by Colette, J. Dory, Mariotton, Mana and Vitrotto.

Dame Fashion Offers Us...

TAPESTRY STITCH ORNAMENT...

For elegance in their sports attire the fair enthusiasts of ski, luge, skates and bobsleigh are no longer content merely to choose prettily knitted garments in lively colours with gloves, stockings, gaiters, headdress, scarves and even skates to match. Chic people this year at Chamonix, Mégève, Aix-les-Bains, Font Remeu and Superbagneres are wearing on blouses in finely knitted silk, on dresses, tunics, sweaters, and loose coats, embroidery in thick wool worked in tapestry fashion.

Hungarian stitch, Smyrna stitch, cross stitch, devil stitch, straight stitch, and velvet stitch, all are combined to work patterns, backgrounds, bands and motifs in designs modern and antique.

In a single sports toilette you will find this ornamentation on the scarf, the gloves, the gaiters, the knickerbockers, on the hem of the short skirt, and even on the collar and the vest.

Garments thus worked are lined with beautiful A. G. B. crêpe, or *Milbourg* satin, the colour being chosen to match the dominating tint of the motifs.

LEATHER TRIMMINGS...

In narrow strips skin, doeskin, leather of all kinds, thin, soft, tinted and in gilt are being used to follow the hems, to accentuate the seams, to edge the button holes, to cover the buttons of coats, tailor-mades and of sports and travelling clothes. Plaited, or matted in mosaic

MODEL 48. — *Black rep tailor mantle embroidered with braid to match.* Jean Patou

BAYADÈRE. — *Black velvet three-piece dress trimmed with lynx; waistcoat of multicoloured woollen material.* Jean Patou

VERY SMART. — *Black satin crepe dinner dress trimmed with lace to match.* Doucet

fashion, cut into flower shapes, in arabesques, in geometrical figures, fluted, embroidered in Oriental style they are used as bands or as motifs on *Banjo, Tiflis* and *Fausta* crepes, on velvets, on capes, in headwear and on scarves. In the form of little studs, or set in metal, leather of all kinds are also used on Claudine collars, on cuffs and on woollen dresses. Leather is also made into flowers for trimming hats, for buttonholes, and for the embellishment of evening and afternoon shoes.

DOLLS...

Everyone, of course, knows of the doll fashion, how the charming and droll creations lolled in the recesses of divans, or sat perkily on warm tinted cushions spread on priceless carpets. But a new fancy has found other charming employment for the « poupée ». Dolls to-day are employed as motifs for cravats, as bows, as adornmets worn at the neck, or at the waist, or pinned on the shoulder or at the hip. They also form handbags, evening vanity bags and even fans.

A pretty head, a body of ribbons, with feet and hands in pearls, little bows, rosettes, ruchings, pleatings, all these go to make creations as charming as they are droll.

MANTOUE. — *Black "Ida" A. G. B. crepe embroidered all over with gold and trimmed with fur.*

Worth

A black ottoman three-piece trimmed with a "natté" to match.

Martial et Armand

PRETTY JUVENILE FASHIONS...

Velvets and other material in bright colours are being used for juvenile coats cut in raglan fashion or with sleeves cut lows. The coats are worn with Russian or Dutch caps with a warm trimming of light coloured fur.

For the skirts of little girls A. G. B. crepes are much used with bodices pleated at the base. The trimmings are arranged to form lines and are composed of galons, tapestry stitching, bands of velvet or cloth, and of perforated leather. Monograms are embroidered on the front while on the shoulder and at the wristbands are amulets and tiny bells, or little bows and fringes of a fanciful originality.

PERSANE. — *Black satin crepe three-piece dress embroidered with turquoise beads.*

Doucet

DAME FASHION ALSO OFFERS US...

— Little handkerchiefs made in crepe inlaid with Malines lace and with fringes of tinted ostrich feathers.

— Evening shoes in printed material, laminated and with square toes.

— Gloves long in the arm, finely ornamented with little pleats.

LUCIE NEUMEYER.

BÉCASSINE. — *A simple blue rep tailor-made trimmed with red leather.*

Martial et Armand

NERZO. — *Black woollen afternoon mantle trimmed with plaid.*

Drecoll

Jim. — *Black ottoman afternoon tailor-made trimmed with grey fur.*

Beer

Le But. — *Beige lainage with Scotch plaid let in.*

Premet

tain caprices, often exaggerated, they are displaying those qualities of wonderful energy inherent to the French nature. Of course we might prefer to see them charming and attractive, more attached to the home and less taken up with outdoor pleasure, but after all we cannot blame them for developing in the direction in which the ideas of the time are impelling them, even though those ideas may annoy us in driving us from our quietude to

A LETTER TO EMILIE

Not only are women changing physically, but they are changing in spirit and mentality. And I am not going to tell you, as many do, that the change is to their disadvantage, for, side by side with cer-

Two creations by Bernard

Calling dress of brown "pluie de roses" A. G. B. brocade crepe trimmed with small gold braid.

Fugitive. — *Mauve "Ida" A.G.B. crepe dinner dress trimmed with silver lace.*

Two creations by Lucien Lelong

SOLFÉRINO.— *A three-piece: white "Ida" A. G. B. crepe tunic trimmed with braid, and coat of black woollen material trimmed wite braid to match.*

Gold resilles evening dress trimmed with ribbons to match: ruby velvet mantle.

compete with abilities equal to our own, or perhaps surpassing them.

Have you not noticed, my dear Emilie, what mistakes are being made about women to-day? Even those who plume themselves on analysing them most correctly make the most extraordinary errors. There is M. Marcel Prevost, for example, who presents Françoise as the victim of the tyranny of the dressmakers; surely an irony, for there never was a time when women were more independent of and imposed so much their own tastes on the fashion houses.

Woman to-day indeed has so few caprices that she has for many seasons refu- with a sweet obstinacy to change the style of her dress. The dressmakers have produced all manner of new and captivating models,

PÉKIN.— *Red and white A. G. B. "Super Crepe" calling dress, with a Chinese design embroidered on the white.*

Lenief

Two creations by Joseph Paquin

SUPPLIANTE. — *Pink velvet and "Ida" crepe to match, embroidered with gold.*

TURQUOISE. — *Silver brocade dress trimmed with turquoise crepe georgine.*

they have attempted new styles, tried to revive the Directoire, or the Second Empire, but, for all that, women have persisted in retaining the style of dress that pleases them most.

One finds at the bottom of this persistence something of the resolution which women must display when sitting at the steering wheel of their motor-cars, or in engaging in the sports until now regarded as reserved to men. It is really a change of mentality that has existed a long time but which we have refused to recognise. This change in woman will upset all the arrangements of life. It will have as is corollary the suppression of the railway carriages reserved to smokers and the substitution of a carriage - one only - reserved to non-smokers. We are on the road to great changes... where shall we stop?

AN OLD GRUMBLER.

PERRAULT. — *Large evening cloak of red and gold lamé trimmed with zibeline.*

Lucien Lelong

THE TRIUMPH OF LACE

* * *

What charming memories of past centuries its presence in feminine adornment evokes!

Their delicate incarnation is found in Madame Huguette Duflos in her part of "Manon". In the dresses designed for her by Philippe et Gaston, RACINE, the artist in lace, has worked everywhere the charm of wonderful lace.

First of all on an evening gown, a faithful reconstitution from the portrait of the Pompadour, Malines de Métal trembles on a background of silver ; a neglige robe of Plumetis is worked with Malines in an old tint, frills of it ornamenting a short jacket which completes the ensemble.

Last of all, a draped indoor dress in transparent pink, trimmed with black Chantilly on the Watteau model and with panniers suspended from rose garlands.

These three dresses are full of that elegance which beautiful lace imparts and bear testimony to the taste of the designer.

Three dresses worn by Madame Huguette Duflos in the part of Noziere's "Manon".

Models by Philippe and Gaston. Lace by Racine

THE NECKLACE

by Clément Vautel

Nicole has very pronounced ideas about everything. This does not at all imply that they do not change. Nothing varies so much as strong convictions.

But there is at least one principle to which Nicole seems to be firmly attached. She expresses it in these terms:

— Every woman ought to have a pearl necklace!

From her point of view, a pearl necklace is one of the indispensable necessaries of life. You can get along without anything except one of those strings of little iridiscent white beads which, to any daughter of Eve, are a proof, a symbol and a sign of success in life.

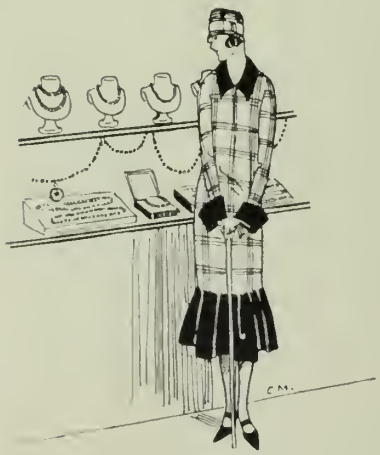
Nicole remarks with a disdainful curl of her lip:

— Simone doesn't count! She has no necklace!

On another occasion she will remark, very spitefully:

— Suzanne is lucky! She has her necklace!

To have or not to have a necklace! To be or not to be!



Unfortunately Nicole has no necklace. This charming woman is not one of those who allow themselves to be tempted by Mephistopheles. She would not yield even if he showed her a jewel-case containing temptation in the form of a sinuous line of pearls, suggestive of the serpent that enticed the first woman to her fall. Nicole is not one of those who are ready to sing the "Jewel Song," and for this she is entitled to our admiration.

Of course Nicole could have bought herself a Japanese pearl necklace, but she is up in arms at the mere idea.

— Japanese pearls? Whom do you take me for?

— But they are real pearls! The Academy of Science says so!

— Those old gentlemen don't know anything about it! I don't recognise anything but real Oriental pearls.

— The worst kind of imitation pearls would look like the real thing if you wore them ! I suggested, to pacify her.

— I respect myself enough to avoid imitations she replied and too much to allow anyone else to give me the real thing.

— The problem was fortunately solved by a legacy, in spite of the large amount of duty that had to be paid. Nicole is now triumphantly wearing the regulation pearl necklace. It has only one row, but the pearls are pretty and Nicole can now appear in public without looking conspicuous.

— The great beauty about a necklace " she says " is that it can be worn in the daytime just as well as in the evening. It goes with any dress, and even with pyjamas. It lends itself to everything, it is practical, it is charming in private and just what you want when there are people.

I offered her suitable congratulations : but latterly Nicole has shown signs of not being quite happy.

— It's the necklace she told me. It has only one row. It's insignificant and ridiculous. No one seems to pay any attention to it.

— And yet, I replied, you can easily make it into a necklace that everyone will be talking about.

— How ? she inquired.

— Lose it.

CLÉMENT VAUTEL

JEWELLERY

✣ ✣ ✣

The vogue favours jewellery; everywhere precious brilliants and pearls strike their note of sumptuousness whether it be discreetly or with dazzling effect. The least detail of the toilette displays a precious stone.

The jewellery one likes best is that which expresses a care for originality and refinement. Never perhaps have the artists in jewellery brought such subtleties to their creations; they know that to please the elite of their clients they must offer models possessing a patrician elegance.

Creations by G. Mauboussin, formerly Noury

5, Rue de Choiseul, PARIS

Long researches are necessary in order to compose an article worthy of success.

Here are illustrated a few models whose merit has been affirmed by general admiration: three ear pendants in which pink cornelian stone, pearls and sapphires unite their beauty to that of the brilliants. Modern taste has here interpreted, and at the same time refined, a style of past splendours and the result has been the production of three marvels of their kind.

Creation by G. Mauboussin, formerly Noury

5, Rue de Choiseul, PARIS

Two bracelets also express the simplicity of great art. The first presents on a background of brilliants, studded with emeralds, a flower mosaic with a fine flowing leaf edging. In the second, a very modern type, sapphires underline a quadruple line of diamonds.

These are examples of the work of the jeweller.

Creation by F. Mauboussin, formerly Noury

5, Rue de Choiseul, PARIS

City Paris
GEARY, STOCKTON & O'FARRELL.
TELEPHONE DOUGLAS-4500
The latest PARIS ensembles shown in our Children's Department

ROBES
TAILLEURS
MANTEAUX
FOURRURES
LINGERIE

JULIETTE COURTISIEN

9, Rue Richepanse
(MADELEINE)
PARIS (8e)

TÉLÉPHONES
SALONS: Centr. 83 34
MANUTENTION: Cel 81 46
Telégr: COURTISIOC PARIS

Joseph PAQUIN

10, Rue de Castiglione

PARIS

is now presenting
his new
collection.

dumien

COUTURE
48 Bd MALESHERBES 4
PARIS

Shows his new Collection of Shawls in February

GEORGETTE

HAUTE COUTURE

9, RUE AUBER

HER
MANTLES
DRESSES
TAILORS
FURS

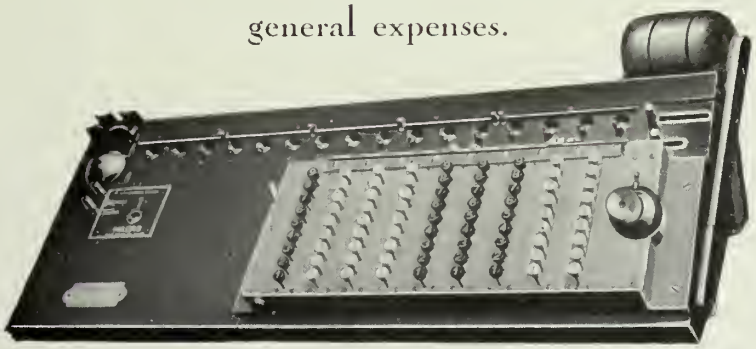
ARE THE EXPRESSION
OF PARISIAN SMARTNESS

WHY?

go on working out your calculations
MENTALLY
when a calculating machine exists,
both SIMPLE and PRACTICAL

"THE MADAS"

It calculates BETTER, more RAPIDLY
ALWAYS CORRECTLY and, what is more, quite
AUTOMATICALLY, thus being an economiser
of your time, that of your staff and also your
general expenses.



(Model with key-board and electric motor)

IN YOUR OWN INTEREST
try it yourself and be judge of what we say.

DEMONSTRATION GRATIS
in very town in France — entails no obligation.

Catalogue free on demand — Numerous references in the textile industry

ROUX & DELEAMONT

80, Rue Taitbout, 80 — PARIS

Téléph. : TRUDAINE 59-20

THE
"KISLAV"
GLOVE

Is the only doeskin glove absolutely guaranteed washable, even in the darkest colours.

It is made in every style, and the latest novelties for ladies, children and men.

Sold by all first-class houses all over the world.

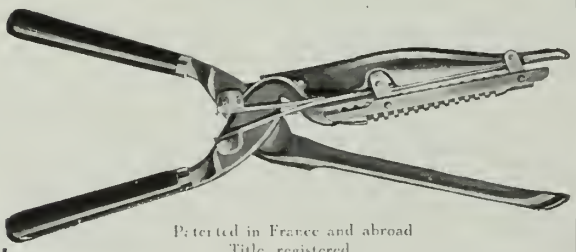
WHOLESALE:

S. A. G. BUSCARLET
46, Boulevard Sébastopol
PARIS

DAVID & BLUM
Sole Agents for U. S. A.
80, 84, Madison Avenue
NEW-YORK

R. C. PARIS 127.667

THE LATEST NOVELTY
"LUXFER"
THE AUTOMATIC CURLING TONGS



Patented in France and abroad
Title registered

For waving one's own hair in the real Marcel style

Indispensable for all ladies, whether in town, when travelling or on board ship

Will be sent post free on receipt of 55 *fr.*
by M. A. TORRENT (Luxfer)
66, Rue Emile-Zola, TROYES (Aude)

A pamphlet containing full directions will be sent free on application.

Le Bas de soie Lys

Glove Manufacturer

SUEDE AND GLACÉ KID
SUEDE AND GLACÉ LAMB
TANNED GLOVES FOR SPORTS

Charlone & Cie

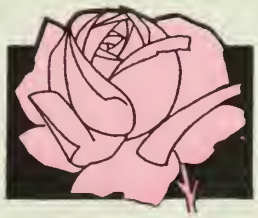
Founded in 1850
GRENOBLE

MANUFACTURERS : GRENOBLE : 17, Rue Bayard
MILLAU : Rue du Rajeol

Of classic and fancy gloves

R. C. GRENOBLE 636

Colette
COUTURE
29, RUE D'ASTORG
PARIS 8e
TEL. ÉLYSÉES
07-79



BUY YOUR ROSE-TREES
FROM A SPECIALIST

The Establishments

Pierre GUILLOT

are universally reputed for
their collection of Roses.

11, Chemin Saint-Priest
LYON - MONPLAISIR

Telephone : VAUDREY 45-17

WRITE FOR THEIR CATALOGUE
It describes their novelties
and rose-trees of all kinds.

LES ADRESSES DE L'ÉLÉGANTE

Yves ROUÉ
Joaillier Orfèvre
41, RUE LA BOÉTIE, PARIS
Bijoux
Diamants, Perles, Pierres fines, Orfèvrerie Or et Argent
Expertises
Décorations françaises & étrangères

DEPUIS 1804
LA LITERIE DARRAC
est le Fournisseur préféré de la Clientèle Elégante
PARIS, 24, Rue Cadet, (9e Arr.)
NICE, 3-5, Rue du Maréchal-Pétain
R. C. SEINE 07.768

SOIERIES DE LYON
A. WILMART
25, Place Vendôme
angle Rue des Capucines
PARIS
Téléph. : Louvre 31-96

HAUTES MODES
"NANDINE"
3, Rue Volney
PARIS
Téléph. : Gutenberg 47-37
R. C. PARIS 28.833

COSTUMES ET ROBES JERSEY
MANTEAUX — DRAPERIE
Garçonnets - Bebies - Fillettes - Grandes Fillettes
COMMISSION — CRÉATIONS HAUTE FANTAISIE — EXPORTATION
PAUL HARIEL
Téléph. : Central 57-37
Louvre 52-81
19-21, Rue Poissonnière, PARIS (2e)
(Métro : Sentier)
FABRIQUE DE TISSUS JERSEY EN TOUS GENRES
R. C. PARIS 70.286

MANUFACTURE DE GANTS DE PEAU
11, Rue Joseph Chanrion
GRENOBLE
GASTON CHARLON
GLACÉ - SUÈDE - TANNÉ - MOCKO
— Grand choix de Gants Fantaisie —
R. C. GRENOBLE 8.468

LE GANT CAPITANT
Fabriqué à GRENOBLE par MM. CAPITANT & Cie succ. de
CAPITANT & PERRIN
Maisons à Londres - New-York - Melbourne
Bruxelles - Barcelone - Copenhague - Bucarest
à **PARIS** : M. SOUDANT - *9, Rue des Halles, 9*
M. HELFT - *7, Rue Hérold, 7*
R. C. GRENOBLE 8.468

R. C. 97.274
La Chaussure Tressée
Chaussures Orientales
SUSIE
220, Rue Lafayette
PARIS (Xe)
Adresse Télégr. : RANDCHAUSIE

PERLES ET PIERRES IMITATIONS
Marguy
Copies parfaites de Bijoux véritables
PARIS — R. D. PARIS 176 814 — *5, Rue Fontaine*

Henri REY
Ancienne Maison CHEVRIER
Fondée en 1868
15, Rue Hébert — GRENOBLE
Gants Haute Nouveauté Fantaisie Motifs Egyptiens, Garniture tissu, Peinture.
Gants classiques : Glacé et Suède sup., Coupe large, Tanné, Antilope, Veloutis, Lavables, Sellier cousu main.
R. C. GRENOBLE 1D.127

CONCERTS T.S.F.
APPAREILS GARANTIS
VITUS
GRAND PRIX 1922-23
54, Rue Saint-Maur, PARIS XIe
DEMANDEZ CATALOGUES
R. C. Seine 183.898

TRAITEMENT SCIENTIFIQUE DE LA BEAUTÉ
PAR
Helena Rubinstein
DONT LA RÉPUTATION EST MONDIALE
Traitements et Consultations :
à PARIS, 126, Rue du Faub. St-Honoré
à LONDON, 24 Grafton St. W 1
à NEW-YORK, 46 West 57 Street
TRAITEMENTS CHEZ SOI PAR LES PRODUITS DE BEAUTÉ VALAZE
(Brochure explicative envoyée sur demande)

Toute personne soucieuse de sa Santé
doit consommer du Champagne authentique et naturel, apéritif et digestif par excellence.
Pour se procurer ce délicieux nectar, il est plus que jamais indispensable de ne s'adresser qu'à des maisons de confiance, telle la Maison
FORTIN PÈRE & FILS, d'ÉPERNAY
Demandez son Prix-Courant défiant toute concurrence.

CH. BLANC
Bronzes d'Eclairage
PARIS — 42, Bd RICHARD-LENOIR

Le Gérant, Charles GOY.

This issue, in colours, was printed by les

Succrs d'*Albert GODDE, BEDIN & Cie*

15, Quai des Brotteaux, Lyon

on their own special presses.

All models shown here are registered in accordance with law.

Reproduction prohibited.

Offices :

27, Rue des Jeûneurs

PARIS

Telephones :

Gutenberg 46-06

— 46-07

Central 94-12

Louvre 26-48

R. C. Paris 102.907